



05 -C- 0784

ATLANTA CITY COUNCIL

CEASAR C. MITCHELL
COUNCILMEMBER
POST 1 AT-LARGE

April 26, 2005

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The Honorable Lisa Borders
President, Atlanta City Council

Dear President Borders;

It is with a great deal of pleasure that we reappoint Ms. Dorthy Hurst to the Human Relations Commission.

This nomination comes without reservation whereas Ms. Hurst is more than qualified to serve on the Human Relations Commission. A copy of her resume is attached for your review.

Sincerely,

Carla Smith
Council District 1

Debi Starnes
Council District 2

Ivory Lee Young, Jr.
Council District 3

Cleta Winslow
Council District 4

Ceasar C. Mitchell
Post 1 At-Large

CONFIRMED BY

MAY 16 2005

COUNCIL

RECEIVED
APR 28 2005

BY:

123 Luckie St. NW Unit 2409
Atlanta, GA 30303
Phone (404) 713-1115
dorthey.hurst@cingular.com

Dorthey Hurst

Objective

To develop long term growth and career opportunities by fully utilizing my sales training, training development, management, leadership and organizational skills.

Work experience

Georgia State University

2005-Present

Instructional Designer

- Contract to develop PeopleSoft System Training for the Human Resource department.

Cingular Wireless

2001-Present

Curriculum Designer

- The Merger of two larger wireless carriers required a Common Service Experience (CSE). Managed the development of the Product and Services CSE courses for the combined New Company to include all sales channels for the Merger Training. Produced a total of 6 Web Based training course and 44 job aids.
- Frequent new product launches with complex offering were not meeting the needs of our customers. Implemented in the Business Channel the Manager Assessment Packet (MAP) including training managers to use, deliver and manage results. The MAP is the first training tool for managers to reinforce and manage the knowledge and applications of new product launches within a manager's respective team.
- Complex data product launches with expectations of higher revenues in data sales and reps at different levels of knowledge of the basics. Assisted in the creation of Cingular's Data Certification Training program. On the job development and verification of the Level 1 curriculum which includes modified content for Retail Sales, Business Sales, Telesales, Indirect and Agent.
- Rapid deployment of complex handsets/devices with training that was manufacture specific and inconsistent with Cingular's message. Negotiated and interface with all handset and device manufacturer to repurpose their exiting training materials to develop a Cingular Handset/Device training curriculum. Accomplished moving manufactures from a generic training format to specific training modules developed with Cingular specification and standards. Responsible for the development and implementation of Handset/Device training for all sales channels including implementation on Cingular University (Agent/Dealers).
- Either responsible for the complete development of training course or Project Management of outside vendors from High Level Design to completion of project within the time and dollars allotted. Work with Marketing, Product Development, Handset/Device Manufactures and Sales Channels to deliver a product that meet the customer's needs.
- On the job accomplishment including being the creative in development of all the templates used by the new product team for training development for Web Based training, Centra and job aids. Development include Web-based as well as Instructor-led-Training.
- Train-the-trainers on completed Instructor-led training.

1997 - 2001

BellSouth Cellular

Atlanta, Georgia

Corporate Sales Trainer

- Responsible for preparing, delivering, coordinating and following to completion all assigned sales training and projects for company wide direct sales force. Travel up to 90% of the time to deliver training within each market.

- Work as Subject Matter Expert (SME) with Corporate Designer to keep training on target and up-to-date; in training design for outside and indirect sales channel.
- Liaison for Sales Training Department and the Wireless Data Division.
- Responsible for approval of Retail Computer Base and On-the-Job Training program.
- Responsible for certifying trainers on BellSouth licensed programs; Train-the-Trainer on all other Instructor Led programs.

Sales and Service Manager (Northlake Store)

- Managed and dealt with day to day activities of one of Atlanta's largest and oldest company owned wireless retail stores – test store for new merchandising layout for BellSouth Mobility and Affiliate Products.
- Responsible for store promotions to drive community involvement.
- Responsible for maintaining budgetary headcount by recruiting and hiring associates at all levels.

1990 – 1997 Constant Communications, Inc. Atlanta, Georgia General Manager (AirTouch Cellular Agency)

- Created and implemented company's administrative, sales and service procedures; sales training manual.
- Created and developed company's reporting system.
- Created and developmental force on all advertising and promotional programs.
- Negotiated all contracts on behalf of agency.
- Managed the day-to-day store operations which included training and developing of sales, service and administrative associates, booking and presenting at trade shows; telemarketing by having a vast knowledge of the latest equipment and understanding the customer needs.
- Liaison between company and AirTouch.

Education

1973 – 1978 University of Wisconsin Milwaukee, Wisconsin

Additional Education

Dale Carnegie Effective Speaking and Communication

BellSouth Cellular

- Facilitation Workshop

Training Generalist – Langevin Classes

- Instructional Design for New Designers
- Training Needs Analysis
- Instructional Techniques for New Instructors
- 25 Creative Ways to Add Excitement to your Training
- Writing Skills for Trainers

Center for Effective Performance

- Analyzing Performance Problems
- Criterion Reference Instruction Workshop
- Instructional Module Development

Computer Literate

Achievement/

Volunteerism:

Volunteerism

- Woodruff Park, Advisory Board
- Special Olympics
- Atlanta Downtown Neighborhood Association, Inc.
- Board of Directors, Friends of the Margaret Mitchell Library
- Child Advocate Special Appointed (CASA) - Fulton County
- Centennial Park volunteer

RCS# 6681
5/16/05
2:30 PM

Atlanta City Council

Regular Session

MULTIPLE

05-C-0782 05-C-0784 05-C-0876

CONFIRM

YEAS: 14
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 1
EXCUSED: 0
ABSENT 1

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	B Fauver	Y Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders

MULTIPLE

05-0704

(Do Not Write Above This Line)

A COMMUNICATION BY
COUNCILMEMBERS CARLA
SMITH, DISTRICT 1; DEBI
STARNES, DISTRICT 2; IVORY
LEE YOUNG, JR.; DISTRICT 3;
CLETA WINSLOW, DISTRICT 4
AND CEASAR C. MITCHELL,
POST 1 AT-LARGE:

RE-APPOINTING MS. DORTHY
HURST TO THE HUMAN
RELATIONS COMMISSION.

CONFIRMED BY

MAY 16 2005

COUNCIL

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☐ PERSONAL PAPER REFER

Date Referred 5/2/05

Referred To: Common Council

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

CC Committee

5/16/05 Date

Chair _____

Fav, Adv, Hold (see rev. side)

Other _____

Members

Refer To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Refer To

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☒ RC Vote

CERTIFIED

MAY 16 2005

MAYOR'S ACTION